



**Spreading Kindness
Together**

Job Description

Job Title:	Full-Time Copywriter
Department:	Marketing and Communications
Reporting to:	Head of Marketing
Location:	Dewsbury, West Yorkshire
Job Purpose:	<p>To assist in developing, maintaining and implementing SKT Welfare’s marketing and communication strategy to reach a wide range of audiences, and contribute to the development of the organisation.</p> <p>To provide and ensure that print media (brochures and campaigns) are accurate, professionally written and designed.</p> <p>We are looking for someone who can emotionally tell a story, preferably with a journalism background and direct mail/marketing experience.</p>

Our Background

SKT Welfare is a UK registered charity that aims to deliver humanitarian aid to underserved populations in need, without prejudice over race, religion or gender. Over the past decade we have delivered multiple projects, focusing on emergency relief, food, water, healthcare, education, orphan care and seasonal campaigns, such as winter and Qurbani. We operate in many countries around the world including Syria, Bangladesh, Palestine, Somalia, Pakistan, Yemen and Turkey with its head office in the UK.

We are proud of our 100% donation policy, which means every single penny donated is used to directly serve those in need. Our overhead costs are covered either by direct donations or by using Gift Aid. This policy sets us apart from most international NGOs and is the guiding principle of our organisation.

Vision: “A world where everyone is being cared for and live a sustainable life free from extreme poverty”.

Mission: To be amongst the leading humanitarian organisations to alleviate human suffering through principled humanitarian responses and sustainable solutions.

Values: **Compassion** – towards the people we assist and those we work with. SKT is committed to show compassion and respect for the different needs and cultures it encounters in order to create a better world around us and a thriving working environment.

Transparency and Accountability- when working with different stakeholders and partners both in the UK and abroad, SKT commits to high levels of transparency for all its operations and put accountability to donors and the beneficiaries at the core its work.

Equality - as an equality-committed charity, SKT does not discriminate on the basis of gender, race, nationality, age, religion, disability or beliefs.

We believe our employees are our greatest asset and recognise our responsibility to ensure that they are afforded appropriate development throughout their employment. Our aim is to support and develop employees in their role so that they feel confident to undertake the responsibilities placed upon them, and ultimately are able to contribute to the success of the organisation.

Main Responsibilities/Key Requirements

- Write clear, persuasive, original copy through for all of SKT’s marketing and communications needs, including social media, in line with the organisation’s tone of voice.
- To develop and prepare publicity materials for SKT – flyers and promotional materials.
- To ensure that print publications are accurate, professionally written and designed, and conform to SKT’s organisational objectives.
- To support in the development and implementation of SKT’s social media strategy and ensure it is streamlined with SKT’s vision, mission and values.
- Develop creative ideas and concepts, often in partnership with the art director
- Present ideas to the Head of Marketing and Head of Creative for approval and development
- Proofread copy to check spelling and grammar
- Amend, revise or redevelop copy or campaigns in response to feedback
- Keep up to date with developments in the international development sector and the news
- Monitor the effectiveness of campaigns
- To keep up to date with all media communications good practice, ethical and legal guidelines and implement accordingly.
- To liaise with designers and printers on the production of publicity materials.

Other Responsibilities

1. To comply with all policies, procedures, legal and regulatory requirements.
2. To hold a valid passport and be willing and able to travel extensively and at short notice.
3. To have the flexibility to work additional hours as necessary to fulfil the requirements of the role and meet the business needs.
4. To be responsible for health and safety in the area of his/her control and ensure that he/she is familiar with SKT's health and safety at work policy.
5. To respect the unique contribution of every individual and work positively in an equal opportunity and diverse environment.
6. The post holder may be required to apply for a Disclosure check.
7. Any other duties commensurate with the accountabilities of the post.

Person Specification

Key: **Qualification (Q)** **(S) Skills**
 Experience (E) **(C) Commitment**
 Knowledge (K)

	Specification	Essential	Desirable
(Q)	a. Educated to degree level, 2:1 or above in Media, English or equivalent degree/qualification.	✓	
(E)	a. Experience of writing content for Marketing and Communications purposes.	✓	
(K)	a. Knowledge of charity sector. b. Knowledge of all media communication platforms. c. Understanding of the UK charity sector and development issues.	✓	✓ ✓
(S)	a. Excellent communications skills, written and verbal. b. Excellent report writing skills, including the ability to produce accurate reports (with regards to language, numerical and referred/cited content/evidence). c. Excellent ICT skills. d. Good administrative and organisational and skills. e. Good analytical skills. f. Good creative writing skills. g. Good interpersonal skills with an approachable personality.	✓ ✓ ✓ ✓ ✓ ✓ ✓	
(A)	a. Ability to work under pressure to agreed deadlines and adapt to change. b. Ability to prioritise workload. c. Ability to effectively work within a team environment. d. Ability to write reports. e. Ability to work on own initiative.	✓ ✓ ✓ ✓ ✓	

(C)	a. Flexibility to work additional hours as necessary to fulfil the requirements of the role and meet the business needs.	✓	
	b. Commit to uphold the integrity and standards of SKT and its values.	✓	

If this sounds like you, please send CV's to lisa@sktwelfare.org